

What is claimed is:

1. A method of collecting user responses to questions over a network, the method comprising:

5 receiving from different network computers different sets of data, individual ones of the sets of data comprising identification of a question and identification of possible responses to the question;

10 sending to different network computers one of the different sets of data for presentation of the question and possible responses and user selection of at least one of the possible responses; and

15 receiving from the different network computers data identifying user selections of at least one of the possible responses of the one of the sets of data.

2. The method of claim 1, further comprising:

20 sending to different network computers a different one of the sets of data for presentation of the identified question and possible responses and user selection of at least one of the possible responses; and

25 receiving from the different network computers data identifying user selections of at least one of the possible responses of the different one of the sets of data.

3. The method of claim 1, further comprising providing a user interface for user submission of a question and possible responses.

30 4. The method of claim 1, further comprising providing a user interface for user selection of a response to a question.

5. The method of claim 1, wherein the network comprises the Internet.

6. The method of claim 1, further comprising selecting a
5 set of data for sending to a network computer.

7. The method of claim 6, wherein the selecting comprises selecting based on at least one of the following:
characteristics associated with a user operating the network
10 computer and characteristics associated with the set of data.

8. The method of claim 7, wherein the characteristics associated with the user comprise at least one of the following:
age, gender, income, location, and one or more question
15 categories of interest.

9. The method of claim 7, wherein the characteristics of the set of data comprise at least one of the following: question category, characteristics of a desired user audience, and a
20 presence of one or more keywords in the set of data.

10. The method of claim 6, wherein selecting comprises limiting presentation of a set of data.

25 11. The method of claim 10, wherein limiting comprises limiting based on a number of responses to other questions provided by a submitter of the set of data.

30 12. The method of claim 1, further comprising transmitting data associated with an advertisement to the different network computers.

13. The method of claim 12, further comprising selecting the advertisement.

14. The method of claim 12, further comprising receiving 5 data associating the advertisement with a set of data.

15. The method of claim 1, further comprising generating a report from the user selections received from the different network computers.

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16. The method of claim 15, wherein generating the report comprises generating a report of the distribution of responses selected by users for a question.

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17. The method of claim 15, wherein the generating the report comprises determining one or more correlations between at least two of the following: one or more characteristics associated with the set of data, one or more characteristics of the user selections, and one or more characteristics of users selecting responses.

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18. The method of claim 17, wherein the one or more characteristics of the user selections comprise at least one of the following: time of response and an amount of time responses 25 to a question were considered.

19. The method of claim 1, further comprising receiving data associating different sets of data.

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20. The method of claim 15, wherein the receiving data associating the different sets of data comprises receiving data

identifying a next set of data to present after user selection of one of the possible responses of a set of data.

21. The method of claim 1, wherein the identification of a
5 question comprises at least one of the following: text, an
image, a sound, and a link.

22. The method of claim 1, wherein the identification of a
possible response comprises at least one of the following: text,
10 an image, a sound, and a link.

23. A method of collecting user responses to multiple-choice questions over the Internet, the method comprising:

15 providing a first user interface for user submission of a question and multiple-choice responses for display via a web-browser;

20 receiving different sets of data from different network computers presenting the first user interface, individual ones of the sets of data comprising identification of a question and different multiple-choice responses to the question;

sending the sets of the data to different network computers;

25 providing a second user interface for web-browser presentation of the question and multiple-choice responses identified by the sets of data and for receiving user selection of one of the multiple-choice responses via the web-browser;

receiving from the different network computers data identifying user selections of one of the multiple-choice responses identified by the different sets of data; and

30 generating a report from the user selections received from the different network computers, the report including a distribution of responses selected by users.

24. A computer program product, disposed on a computer readable medium, for collecting user responses to questions over a network, the program comprising instructions for causing a processor to:

receive from different network computers different sets of data, individual ones of the sets of data comprising identification of a question and identification of possible responses to the question;

10 send to different network computers one of the different sets of data for presentation of the question and possible responses and user selection of at least one of the possible responses; and

15 receive from the different network computers data identifying user selections of at least one of the possible responses of the one of the sets of data.